

## 5.4 SIGNAGE

Signs should be visible and legible through the use of appropriate details and proper locations. Allowable sign areas and locations per district are explained in Article 28-13, Signs, of the City of Concord Zoning Ordinance. The following design guidelines will give examples and methods of adding interest and quality to a building project while enhancing the overall development.

### A. Scale and Proportion

Every sign should be an integral, subordinate element within the overall building and site design. The scale and proportion of the signage shall not overpower the building or obscure the building's architectural features.



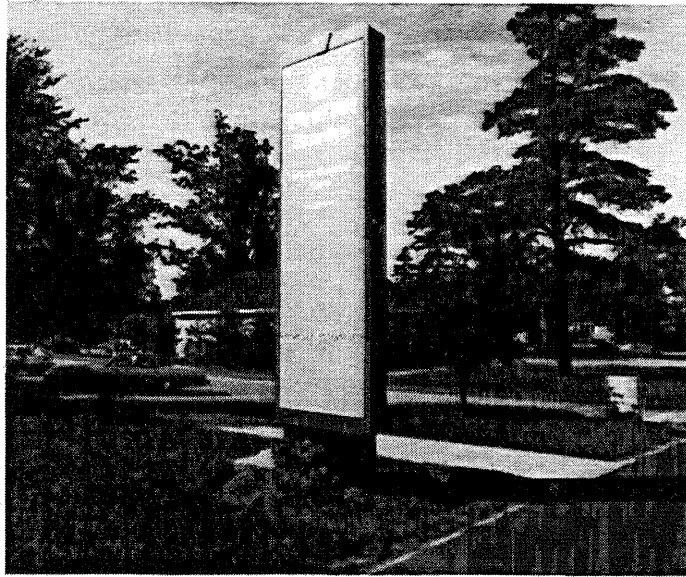
### B. Materials

Sign materials should harmonize with the building's design. A simple and direct message, with upper and lower case letters, is most effective. A limited number of colors should be used with light colored letters placed on a matte, dark background which reduces reflected glare.



C. Illumination

Illumination of signs should be from an indirect light source to reduce glare and ensure attention is focused on the sign. The light should be contained within the sign frame and not spill over to other portions of the building. Internally lit signs should provide opaque backgrounds with translucent letters.



D. Coordination

All signage within a building complex should be coordinated by using similar materials, letter styles, colors and overall sign sizes to ensure sign continuity and a uniform appearance throughout the development.

E. Logos and Graphics

Company logo's should be incorporated into the overall sign and not become the sign itself.

